



Share Your Money Story

A Guide for Prospective Guests

moneystoryproject.com · belowthelinefinance.co.uk

Thank you for your interest in The Money Story Project.

This guide walks you through the full guest journey — from expressing your interest through to your episode going live.

About The Money Story Project

Money is never just about money — it's about being human. The Money Story Project shares real, unfiltered stories from founders, creatives, freelancers and beyond, exploring how money weaves through our personal histories, professional experiences, identity, family, culture, and the systems we all navigate.

Wide-ranging and deeply human conversations that quietly — sometimes loudly — shape how we see, feel, and act around money. And where we go next.

◆ Personal Stories

The messy, human intersections: identity, culture, survival, neurodivergence, burnout, care, passion, joy, fear, trauma — and everything in between.

◆ Guest Experts

Carefully curated subject matter experts from finance, psychology, history, culture, health, research, lived expertise and more — adding depth and perspective to the bigger picture.

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Hosted by Harriet Formby



Harriet Formby works with mission-driven founders, creative business owners, and not-for-profits who want purpose, profit and security — without having to choose between them. She is a Chartered Accountant, fractional CFO, and Certified Trauma of Money™ Practitioner — operating in the in-between: intersecting the pitch deck and the nervous system, the joy and the burnout. Harriet set up [Below The Line Finance](#) in 2020 — swapping endless commuting and faceless large corporates for an off-grid office by ancient woodland, surrounded by dogs, ponies and wildlife, where she supports people changing the world for the better.

■ Connect with Harriet

[Website](#) · [LinkedIn](#) · [Instagram](#)

The Guest Journey

Here's how the process works from your first expression of interest through to your episode going live.

Step 1 Complete the Expression of Interest Form

The first step is to fill in a short expression of interest form. This helps Harriet understand your story, your background, and what you might like to bring to the conversation.

[Complete the expression of interest form here →](#)

Step 2 We Have an Initial Conversation

Once Harriet has reviewed your form, she'll be in touch to arrange a relaxed, exploratory conversation — not an audition. It's a chance to:

- Get a feel for the podcast and whether it's the right fit for you
- Talk through what you'd like to share and what feels important to you
- Discuss any sensitivities, boundaries, or things you'd prefer to keep off the record
- Ask any questions you have about the process

Step 3 A Gentle Note on Sharing Personal Stories

This space is intended for honest, reflective conversation — personal experiences are often what make these discussions most meaningful and relatable. Please share whatever feels right for you.

That said, it's important to be mindful of your own boundaries, wellbeing and safety, and anything that could breach confidentiality or be considered defamatory or harmful to another person or organisation.

Family and personal relationships: If your story involves people who could be identified, it's worth considering how they might feel about being mentioned on a podcast.

Challenging experiences: If you'd like support framing a difficult experience — anonymising details, keeping things more general, or approaching it from a reflective angle — we can talk that through.

Harriet is very happy to work with you to find the right balance between honesty and care — and we will flesh this out further in our pre-podcast conversation.

If you share something in the flow of conversation that you later want removed, please flag it during the editing process and before sign-off.

Step 4 Co-Creating the Story

Based on your conversation, Harriet will draft some guiding questions and topics. This is a collaborative process — you'll have the opportunity to review them, suggest changes, and shape what the conversation covers. Think of the questions and topics as a sketch of where we'd like to go, not a script. The recorded conversation is still organic — we'll always follow the energy of what comes up naturally.

You might also find it helpful to explore your money story in more depth before the recorded session. These two free resources might support that:

Free resources to help you prepare:

[Explore Your Money Beliefs: A Journalling and Reflection Guide](#)

[Working With Your Money Story: From Reflection to Practice](#)

Step 5 Guest Details & Podcast Release Form

Once your recording date is confirmed, you'll be asked to complete a short form so Harriet can introduce you properly and promote your episode. This covers:

- How you'd like to be introduced
- Your website and social media links
- Anything you have coming up that you'd like to mention
- Photos you'd like to share for promotional materials

[Complete the guest details form here →](#)

You'll also be asked to sign a podcast release form at this stage. In the interest of full transparency, you can read it in advance here:

[Read the Podcast Release Form →](#)

You can read it in advance using the link above.

Step 6 The Recorded Conversation

We book in a spacious **90-minute slot** in your diary.

■ First 15 minutes

Tech check, a chat, and getting comfortable before we press record.

■ Middle 45–60 minutes

The recorded conversation — working from our co-created questions but following the energy of what comes up naturally.

■ Final 15 minutes

We wrap up, reflect on how it felt, and talk about next steps.

The tone is honest and human. You don't need perfect words or polish — just you, as you are. It's absolutely fine to pause, redo questions, or go over anything again. The podcast is edited, so there's no pressure.

If you need to reschedule for any reason, that is absolutely fine — just let Harriet know.

Tech Setup

We use **Zencast** to record. You'll get a link to join — no download or account needed, just open it in your web browser.

- Use headphones/microphone if you can
- Find a quiet space where you won't be interrupted
- Check your internet is reasonably stable

Zencast records locally on your device, so even if we lose connection during the recording, your audio is safe.

Video: I record both video and audio. The main podcast is audio only, but video is used for short promotional clips. If you prefer audio only, that's absolutely fine.

If you have any access needs, please let me know and we'll work to accommodate them.

Emotional Care & Pacing

These conversations often feel cathartic — but they do often stir up heavier emotions. If you can, aim to give yourself a buffer either side of the recording. That might look like a rest period, time in nature, a walk, some stillness, or whatever feels good for you.

Some money stories involve stirring up memories of traumatic or difficult events. Please make sure you have appropriate support in place — for example, having previously worked through it in therapy or counselling, having ongoing support available, or having resources and tools that help you manage and process difficult emotions.

While Harriet is trained and certified to work in a trauma-informed way around money topics, she is not a therapist or mental health professional, and this space is not intended to replace professional support.

Step 7 Edits and Iterations

At least a week before we go live, you'll receive:

- The podcast audio file
- Video clips for promotion
- Blog article and show notes
- Social media posts and promotional materials

You will always sign off on the final version before anything goes live. If there's anything you'd like edited or omitted, just let me know.

You will receive an editable version of all the narrative parts — blog article, show notes, social media posts — so you can make your own edits directly on the draft (using Google Docs).

There's also no pressure to pore over it if you'd rather not — I know it can feel a bit strange to hear yourself back!

Step 8 Go Live!

When everything is signed off, your episode goes live. Here's what is typically published:

- The podcast episode on all major platforms, including Spotify and Apple Podcasts
- A blog article on the Below The Line Finance website
- Social media posts across Instagram and LinkedIn, including short reel video clips — we will tag your social media accounts in the posts
- A newsletter email to subscribers

We'll agree the timing in advance so it works around anything you have coming up.

You are of course very welcome to share your episode with your own network however you wish.

Ready to Share Your Story?

We're currently recording episodes and we'd love to hear from you. Maybe you want to share your personal money story — or perhaps you have expertise as a subject matter expert, or lived experience that sheds light on the bigger picture.

You don't need to be a confident speaker or have it all figured out. If there's something you've carried and want to explore, you're welcome here as you are.

■ Apply to be a guest

[Complete the expression of interest form here →](#)

Have a listen first:

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Any questions? Just reach out.

Looking forward to speaking soon — Harriet x

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Your Guest Journey at a Glance

Here's everything in one place.

- Step 1** [Complete the expression of interest form](#)
- Step 2** Harriet will invite you to have an initial conversation to flesh out the topics and discuss further
- Step 3** Co-create the story — review and shape the guiding questions with Harriet
- Step 4** You'll be prompted to complete the guest details form, sign the release form & schedule the recorded conversation
- Step 5** We record the podcast
- Step 6** Harriet will share drafts of everything for you to review, edit and sign off
- Step 7** Go live! Podcast episode, resources and content published

Resources to support your preparation:

[Explore Your Money Beliefs: A Journalling and Reflection Guide](#)

[Working With Your Money Story: From Reflection to Practice](#)

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